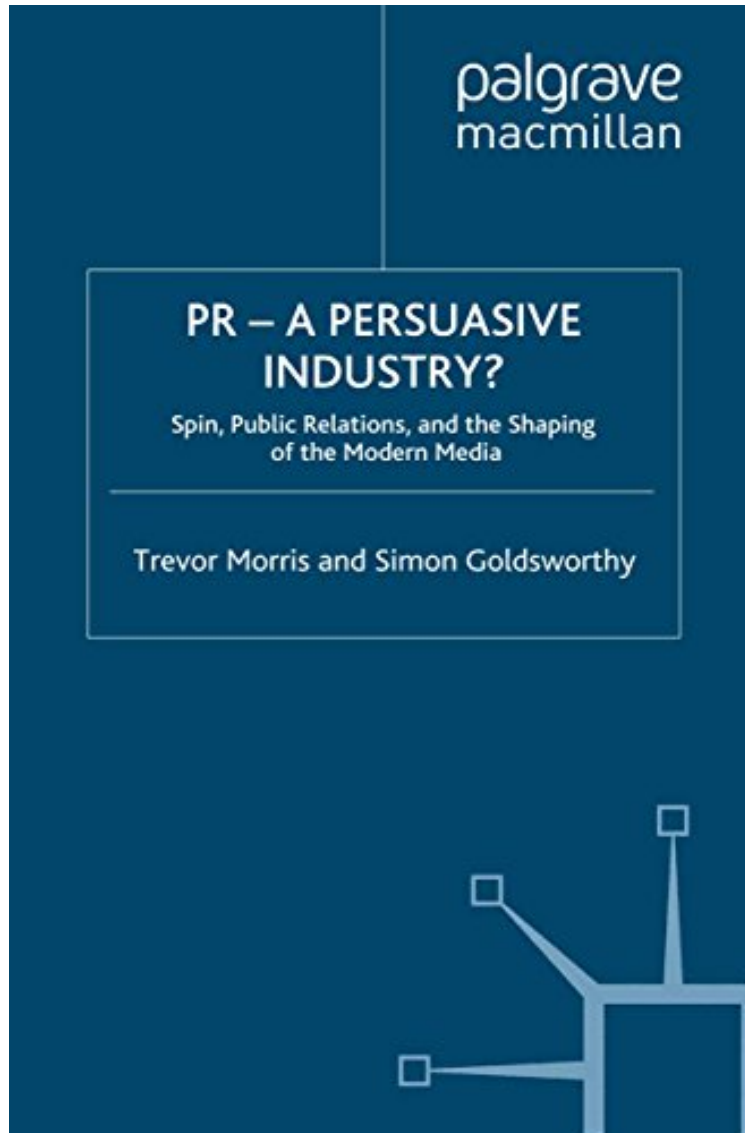


PR- A Persuasive Industry?: Spin, Public Relations and the Shaping of the Modern Media

T. Morris, S. Goldsworthy
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T. Morris, S. Goldsworthy : PR- A Persuasive Industry?: Spin, Public Relations and the Shaping of the Modern Media before purchasing it in order to gage whether or not it would be worth my time, and all praised PR- A Persuasive Industry?: Spin, Public Relations and the Shaping of the Modern Media:

1 of 1 people found the following review helpful. An amoral observation of a mostly immoral industryBy Conflicted ConsumerMorris is an honest observer -- I'll give him that. But before this can be used in a class, a little bit of analysis and a hint at ethics is necessary. Morris lays out the mechanics of dishonest intentionally misleading and ethically

bankrupt PR tactics, but never quite calls them out as such. In the right context the book is good hard evidence of an ethically challenged industry and its practices. In that respect it is useful. But many students and PR faculty won't apply an ethical compass to the readings and instead use it as it's written, as a guide to effective practice. An analogy would be a book on the holocaust praising the efficiency of Zyklon B.0 of 0 people found the following review helpful. The book is interesting and intelligently designedBy Boyan DurankevThe book is interesting and intelligently designed. Market manipulation is "tradition" for developed countries. The more developed an economy is, the more developed is fraud, corruption, white collar crime and others. The book is a good illustration of what is happening in mainstream marketing communications.0 of 0 people found the following review helpful. Great!By EmilThis book was required reading for my PR class in college. It was an eye opener into the PR field and the various ways that companies and individuals reach out to the public for support, sympathy, empathy, and of course, their money.

Public relations is a big and rapidly growing industry,nbsp;with annual growth rates of 20-30%.nbsp;It spans the worlds of business, politics and culture, sport and entertainment.nbsp;PR is everywhere. And yet, though it is much talked about it is little analyzed.

'At last a book on PR that doesn't see it on the one hand as the work of Satan or on the other a branch of moral philosophy. It is hard hitting, honest and stimulating.' - Lord Tim Bell, Chairman of Chime Communications plc and former PR advisor to Prime Minister Thatcher 'A clear, honest guide to all the nuts and bolts and some of the screw-ups of the industry that is subverting our news.' -Nick Davies, award-winning journalist and author of Flat Earth News 'Energetic, sophisticated, witty and deadly serious: this important book dissects the role of PR in a novel and challenging way.' - Jean Seaton, Professor of Media History, the University of Westminster 'Every profession should have a book like this, a mirror crafted by experience and research, and one that shows a reflection that is provocative, insightful and fun.' - Gary Davies, Professor of Corporate Reputation, Manchester Business School 'Too many books by PR people and PR academics are self-congratulatory or even dishonest. They describe what they would like PR to be, not how it is. Morris and Goldsworthy's lively and controversial account changes this. It offers an indispensable insiders' view of a burgeoning industry which looks set to play a crucial role in shaping the twenty-first century.' - Sheldon Rampton, co-author of Toxic Sludge is Good for You! and Research Director, Center for Media Democracy, publishers of www.prwatch.org 'A very readable summary of an oft-maligned, but ultimately fascinating, profession - and one that is ever more influential. Morris and Goldsworthy tackle many of the stereotypes and professional challenges that all of us in the media face, on a daily basis.' - Danny Rogers, PR Week 'This book is essential reading for anyone concerned about the media they use. The authors have inside knowledge, experience and scholarship to explore this rapidly growing industry.' - Business ExecutiveAbout the AuthorAuthor Trevor Morris: Trevor Morris is one of the UK's most senior PR practitioners. Until 2003 he was Chief Executive of Chime Communications Public Relations Group, the UK's largest PR group. In over 25 years in the industry Trevor successfully built a major PR consultancy, worked for numerous major companies and government bodies. He maintains a high profile within the industry and PR Week has described him as one of the most influential people in public relations. Author Simon Goldsworthy: Simon established London's first Master of Arts course in public relations and has since added the teaching of public relations to the University's well-known undergraduate media studies programme. He has lectured to international audiences, including Johns Hopkins University, USA, and at the Sorbonne, France, where he is a Visiting Professor. He has also worked as a PR consultant in the private sector.